

**7<sup>th</sup> FAMI IPR SYMPOSIUM**  
**27 October 2011**  
**Manila Marriott Hotel, Philippines**



(L-R) Atty. Nathaniel Arevalo (IPOPhil), Mr. Hisaji Kuroda (JAMA), Mr. Khalili Zulkifli (FAMI), Mr. Alfredo Lejano (MDPPA), Dato' Syed Mohamad Aidid (FAMI), Mr. Rene Gener (MDPPA), Mr. Andi Hartanto (AISI), Ms. Espie Custodio (MDPPA), Mr. Rodel Pablo (MDPPA), Mr. Gilbert Limjoco (MDPPA)

The **7<sup>th</sup> Federation of Asian Motorcycle Industries (FAMI) Intellectual Property Rights Symposium** was held at the Manila Marriott Hotel, Pasay City, Philippines on 27 October 2011 under the auspices of the Motorcycle Development Program Association, Inc. (MDPPA). The Symposium, a bi-annual activity of FAMI's Intellectual Property Rights Task Force conducted around the seven FAMI members, encourages effective measures to address the increasing MC counterfeiting activities in Asia.

The presence of FAMI's President Dato' Syed Mohamad Aidid and Secretary General Khalili Zulkifli during the Symposium added significance to the event. *"IP protection is everyone's responsibility. The promotion of public's awareness and respect for intellectual property rights is of paramount importance"*, Dato' Aidid pointed out in his Keynote Message. He also added that as IP promotion and protection are a continuing challenge, it is time for action to make the difference in

the motorcycle industry. Mr. Zulkifli, for his part, congratulated everyone for their heightened interest on IP protection with his warm opening remarks.

The Symposium aimed at intensifying protection of intellectual property rights in the motorcycle industry. It pulled together government leaders, industry experts and innovative entrepreneurs to exchange views on the art of IP protection and promotion. Officials from the Philippines' Intellectual Property Office and National Bureau of Investigation presented the status and updates of their agencies' IPR enforcement activities. Experts from FAMI members, notably the Japan Automotive Manufacturers Association (JAMA) represented by the Chairman of its IP Experts Group MC Committee Hisaji Kuroda and Asosiasi Industri Sepedamotor Indonesia's (AIS) Head of Legal, Human Resource and Social Affairs Andi Hartanto, talked on the utilization and commercial management of IPR; how to further advance cooperation and communication on IPR, and shared their respective association's practices and stories on how they successfully countered the entry of copycats into their markets.

In his presentation, MDPPA Vice President and Government Committee Chairman Alfredo Lejano outlined the status of motorcycle industry in the Philippines showing the steady increase of MC sales since the 1990s. However, a big concern of late is the increasing presence of infringing products and spare parts that have flooded the market, thereby threatening the growth and continuing viability of the motorcycle manufacturing sector. It is in this context that MDPPA saw it fit to forge a Memorandum of Agreement with the Intellectual Property Office of the Philippines in July 2011 to generate awareness on the importance of IPR on social and economic development and the necessity of its protection and enforcement. The long litigation process in the disposition of IPR violation cases were among MDPPA's concerns. However, finally with the establishment of specialized IP courts and the passage of the rules of procedures for IPR cases (*Philippine Daily Inquirer, October 24, 2011, pp J2 and J3*), the industry hopes to see the speedy and quality disposition of cases. In a call for action, Mr. Lejano urged IP owners to protect their rights, otherwise its value cannot be realized. As everyone's concern and responsibility, the magnitude and effects of counterfeiting are such significance that they compel strong and sustained actions from governments, business and consumers.

Representatives from FAMI members, governmental departments, MDPPA member companies, dealers' association and media, attended the symposium. MDPPA President Rene M. Gener welcomed the guests who said that everyone's presence greatly show their interest and concern on the issues surrounding IPR.